

Shristi Gartaula

Creative, analytical, and collaborative design professional with experience in marketing and facilitation.

Contact

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1-647-999-1831

Portfolio

www.shristig.com

RECENT EDUCATION

User Experience and Product Design — General Assembly Toronto

JUNE - SEPT 2017

- **+500 hours** of coursework with hands-on training from industry professionals
- **Projects employed human-centered design thinking** at each stage of product lifecycle, including user feedback methods and effective communication

RELATED WORK EXPERIENCE

Senior Marketing Coordinator, Explorica — Toronto

JANUARY 2015 - MAY 2017

- **Lead the creative process** on Canadian History and Keating products
- **Strategized and managed** effective marketing campaigns for Canadian market, working with 4-person Boston team and Toronto sales managers
- **Improved** marketing operations by creating an in-house shipping process, saving +\$10k in printing costs

Head of Marketing, AIESEC in Switzerland — Bern

JULY 2013 - SEPT 2014 (Contract)

- **Designed and launched** 4 national marketing campaigns for 3 products; increasing sales by 11% (see Portfolio)
- **Managed** online communication channels: Facebook Page (+2000 likes in 7 months), main website (increased page view and duration by 20%)
- **Taught and mediated** 8-member team on leadership and content marketing strategies

RELATED PROJECTS IN FACILITATION AND INNOVATION

Fall 2013 & Spring 2014 National AIESEC Conferences — Leysin, Switzerland

Created and facilitated workshops for +200 university students on strategic marketing and team leadership.

BrainStore Innovation Summit 2017 — Brooklyn, New York

Trained to use BrainStore's ideation process to facilitate clients' ability to generate ideas.

SKILLS

UX

Ethnography, user mapping, user flow charts, usability testing, prototyping, heuristic evaluation

Technical

Balsamiq, Sketch, Invision, Principle, Adobe Creative Suite, basic HTML/CSS

Interpersonal

+5 years of experience training, facilitating, and coordinating teams

OTHER EDUCATION

University of

Guelph, Guelph

— Bachelor of Arts in Social Sciences

2008 - 2012